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1938

R. M. S. QUEEN MARY

HENRY A. DREER, Inc.

U. S. Plant Patent No. 249

HILL FLORAL PRODUCTS CO., Richmond, Indiana

Distributors for THE E. G. HILL CO. THE JOSEPH H. HILL CO. FRED H. LEMON CO.

Three

IMPORTANT ANNOUNCEMENTS

1 This year we have discontinued our Chrysanthemum Cutting Department and it will not be possible for you to obtain any more Hill mum cuttings. In appreciation of the business many old customers have given us in the past, we will try to secure for them such cuttings as they may not be able to find for themselves.

2 Due to the fact that many of our customers at times have Rose houses ready for planting in January and February, before our grafted Rose plants are ready, we have obtained several thousand budded Rose plants in the more popular varieties.

3 In the last two years we have built and operated a modern wholesale pot plant range. So that many who have not visited this range may know, we are listing this year the plants that are available to you.

HILL FLORAL PRODUCTS COMPANY

GRAFTED ROSE PLANTS FOR 1938

R. M. S. QUEEN MARY

Henry A. Dreer, Inc.
U. S. Plant Patent No. 249, June 8, 1937

R. M. S. Queen Mary brings to the cut flower trade a much needed rose with a warmth of color such as we have in no other rose. It is a seedling rose of good size, not too large, with just enough petals for it to open perfectly. The color is a glorious combination of pure pink and rich glowing salmon, warmed by an amber glow arising from the orange base of the petals. It is a strong grower and is an unusually heavy producer for such an extra quality rose. Seventy per cent of our unpinched cut are roses of 18 inch length or more. From last Spring's planting we have cut from each plant up until the time of going to press, December 15th, eleven flowers. R. M. S. Queen Mary possibly is not a rose for a retail grower nor one who is growing only a few thousand roses, but for the progressive grower of any quantity of roses this variety should be included in his 1938 planting program.

PRICES

| GRAFTED PLANTS | | SCIONS | |
|-------------------|-------------------|-------------------|-------------------|
| \$35.00 per 100 | \$350.00 per 1000 | \$15.00 per 100 | \$150.00 per 1000 |
| in all quantities | | in all quantities | |

Purchasers must sign agreement not to propagate stock of this variety except for their own use on a royalty basis.

PEERLESS

The Jos. H. Hill Co.
U. S. Plant Patent No. 157, Dec. 3, 1935

Peerless is a red sport of Better Times originating with the same company that disseminated that splendid variety. It has all the characteristics of both Better Times and Briarcliff except color, same foliage, same productiveness, and same culture. Peerless is a bright velvety scarlet carmine with long pointed buds. Due to its wonderful heritage the trade can now have a good keeping red rose that will hold its color.

Better Times fulfilled the need for a cerise pink rose—now Peerless is the answer for a sturdy, beautiful, velvety red.

PRICES

| GRAFTED PLANTS | | SCIONS | |
|-------------------|-------------------|-------------------|-------------------|
| \$35.00 per 100 | \$350.00 per 1000 | \$15.00 per 100 | \$150.00 per 1000 |
| in all quantities | | in all quantities | |

Purchasers must sign agreement not to propagate stock of this variety except for their own use on a royalty basis.

SIGNET

The Montgomery Co., Inc.
U. S. Plant Patent No. 199, Sept. 29, 1936

Signet is a seedling of the Montgomery Co. resulting from the cross Premier x Talisman. It has a long pointed, deep pink bud opening to a softer, single toned, bright pink. Signet is no novelty but is a true clear pink and a free bloomer.

PRICES

| GRAFTED PLANTS | | SCIONS | |
|-------------------|-------------------|-------------------|-------------------|
| \$30.00 per 100 | \$300.00 per 1000 | \$15.00 per 100 | \$150.00 per 1000 |
| in all quantities | | in all quantities | |

Purchasers must sign agreement not to propagate stock of this variety except for their own use on a royalty basis.

YELLOW DOT

The Jos. H. Hill Co.
U. S. Plant Patent Applied For

Yellow Dot is a semi-miniature seedling of the Jos. H. Hill Co.—a cross of Betsy Ross x Rapture. It does not grow in clusters as does Mrs. Finch but throws only one flower to a stem. It is a small rose, however, and is especially suitable for corsage work and table arrangements. Its size belies its petalage as Yellow Dot has 45 petals or more. Its color is deep orange shading to a creamy yellow as the flower opens.

PRICES

| GRAFTED PLANTS | | SCIONS | |
|-------------------|-------------------|-------------------|-------------------|
| \$30.00 per 100 | \$300.00 per 1000 | \$15.00 per 100 | \$150.00 per 1000 |
| in all quantities | | in all quantities | |

Purchasers must sign agreement not to propagate stock of this variety except for their own use on a royalty basis.

GRAND CANARY

U. S. Cut Flower Co.
U. S. Plant Patent No. 130, Aug. 13, 1935

Grand Canary is a clear yellow sport of Token. It is a more vigorous grower than its parent and is a good producer. Has averaged since it has been on test slightly more than thirty flowers per plant.

PRICES

| GRAFTED PLANTS | | SCIONS | |
|-------------------|-------------------|-------------------|-------------------|
| \$30.00 per 100 | \$300.00 per 1000 | \$15.00 per 100 | \$150.00 per 1000 |
| in all quantities | | in all quantities | |

Purchasers must sign agreement not to propagate stock of this variety except for their own use on a royalty basis.

BETTER TIMES

The Jos. H. Hill Co.
U. S. Plant Patent No. 23, August 23, 1932

We know rose growers who have half their place planted to Better Times. There are many good reasons for such confidence in this cerise pink sport of Briarcliff. The rose has eloquently spoken for itself in the past four years; there is nothing to add to its brilliant record. Plant Better Times and have them.

PRICES

| GRAFTED PLANTS | | SCIONS | |
|-------------------|-------------------|-------------------|-------------------|
| \$30.00 per 100 | \$300.00 per 1000 | \$15.00 per 100 | \$150.00 per 1000 |
| in all quantities | | in all quantities | |

(These prices apply to those growers who are planting Better Times for the first time and to licensed growers who are increasing their planting.)

| GRAFTED PLANTS | | SCIONS | |
|-------------------|-------------------|-------------------|------------------|
| \$22.00 per 100 | \$220.00 per 1000 | \$7.00 per 100 | \$70.00 per 1000 |
| in all quantities | | in all quantities | |

(These prices apply to licensed growers who are destroying old plants of Better Times and replacing with young stock.)

For full information, please turn to page 7.

Purchasers must sign agreement not to propagate stock of this variety except for their own use on a royalty basis.



©

BETTER TIMES

ORIGINATED BY THE JOSEPH H. HILL COMPANY

U. S. Plant Patent No. 23



©

HAPPY DAYS

ORIGINATED BY THE AMLING ROSE COMPANY

U. S. Plant Patent No. 144

LESTRA HIBBERD

The Jos. H. Hill Co.
U. S. Plant Patent No. 156, Dec. 3, 1935

Last Spring when we disseminated Lestra Hibberd we were not able to graft sufficient quantity to take care of all our orders and inquiries. This year we will have enough plants for we have been listening to the retail florists praise this rose and will be prepared. They like a rose that sells well and this, Lestra Hibberd does. It is a cross of Sweet Adeline x Joanna Hill, a dark yellow bud, the open bloom orange yellow tinted with creamy white. Hibberd is a strong and productive grower. See color plate on back cover.

PRICES

| GRAFTED PLANTS | | SCIONS | |
|-------------------|-------------------|-------------------|-------------------|
| \$30.00 per 100 | \$300.00 per 1000 | \$15.00 per 100 | \$150.00 per 1000 |
| in all quantities | | in all quantities | |

Purchasers must sign agreement not to propagate stock of this variety except for their own use on a royalty basis.

SIGNORA

Jackson & Perkins Co.
U. S. Plant Patent No. 201, Oct. 13, 1936

Signora is a brownish-orange overlaid with pure orange rose that is truly distinctive. Imported from Italy it is a seedling that is proving profitable to those who grow it. Its glossy, holly-like foliage adds beauty to this already striking rose. Signora stretches easily from a pinch or cut and fancy lengths that bring in high returns are common.

PRICES

| GRAFTED PLANTS | | SCIONS | |
|-------------------|-------------------|-------------------|-------------------|
| \$30.00 per 100 | \$300.00 per 1000 | \$15.00 per 100 | \$150.00 per 1000 |
| in all quantities | | in all quantities | |

Purchasers wishing to propagate this variety for their own use must contact Jackson & Perkins Co. for special licenses.

HAPPY DAYS

Amling Rose Co.
U. S. Plant Patent No. 144, March 2, 1935

Happy Days, sport of Briarcliff and darker and more intense in color, was overlooked by too many growers last year. During the past year it has become immensely popular and from a grower's standpoint is an ideal variety. It is as easy to grow as Better Times and Briarcliff and brings good year round averages on the market. If you did not purchase Happy Days last year don't let another Spring get by without benching some. See color insert.

PRICES

| GRAFTED PLANTS | | SCIONS | |
|-------------------|-------------------|-------------------|-------------------|
| \$30.00 per 100 | \$300.00 per 1000 | \$15.00 per 100 | \$150.00 per 1000 |
| in all quantities | | in all quantities | |

Purchasers must sign agreement not to propagate stock of this variety except for their own use on a royalty basis.

MRS. FRANKLIN D. ROOSEVELT

Traendly & Schenck
U. S. Plant Patent No. 80, Nov. 7, 1933

A fine yellow sport of Talisman. An excellent producer. Our large planting of this variety is near the top in returns per square foot. See color insert.

PRICES

| GRAFTED PLANTS | | SCIIONS | |
|-------------------|-------------------|-------------------|-------------------|
| \$30.00 per 100 | \$300.00 per 1000 | \$15.00 per 100 | \$150.00 per 1000 |
| in all quantities | | in all quantities | |

Purchasers must sign agreement not to propagate stock of this variety except for their own use on a royalty basis.

Orders for this variety can not be accepted for shipment into the following named states: New York, Pennsylvania, New Jersey, New Hampshire, Massachusetts, and Connecticut.

CHIEFTAIN

The Montgomery Co., Inc.
U. S. Plant Patent No. 150, Nov. 26, 1935

Chieftain is a bright cheery red rose — a cross of Hadley x Talisman. It sold well last year and for those growers who need a red rose Chieftain will adequately fill the need.

PRICES

| GRAFTED PLANTS | | SCIIONS | |
|---|--|-------------------|-------------------|
| \$ 30.00 per 100 | | \$15.00 per 100 | \$150.00 per 1000 |
| 280.00 per 1000 in quantities 100 to 3750 | | in all quantities | |
| 270.00 per 1000 in quantities 3750 to 6250 | | | |
| 260.00 per 1000 in quantities 6250 and over | | | |

Purchasers must sign agreement not to propagate stock of this variety except for their own use on a royalty basis.

AMERICAN PRIDE

N. Grillo
U. S. Plant Patent No. 49, Dec. 20, 1932

Here is a white rose that is profitable to grow. American Pride is a sport of Grillo dale which in turn sported from Mme. Butterfly. We grow it exclusively for our white rose.

PRICES

| GRAFTED PLANTS | | SCIIONS | |
|--------------------------------|--|-----------------|-------------------|
| \$ 30.00 per 100 — 25 to 250 | | \$12.00 per 100 | \$100.00 per 1000 |
| 250.00 per 1000 — 250 and over | | | |

Purchasers must sign agreement not to propagate stock of this variety except under special license from originator.

MRS. FINCH

Mrs. Finch is a beautiful light Pink Sweetheart rose valuable in corsage and other retail work. Over 10,000 square feet of glass in Richmond is planted in Mrs. Finch. All retail growers should have some of it as it is especially suitable to them.

PRICE OF GRAFTED PLANTS

\$25.00 per 100 in all quantities

STANDARD VARIETIES

BRIARCLIFF—Brilliant Pink

(Briarcliff Greenhouses)

GOLDEN CHARM—Yellow Talisman sport

(Groshens & Morrison)

HOLLYWOOD—Dark pink sport of Premier Supreme

(Scittine and Di Francesco)

JOANNA HILL—Clear yellow, deepening to orange at center.

(Jos. H. Hill Co.)

PREMIER SUPREME—Deep rose

(Zieger & Sons)

SUNKIST—Sport of Joanna Hill, darker

(E. G. Hill Co.)

TALISMAN—Scarlet, gold and old rose

(The Montgomery Co., Inc.)

PRICES FOR GRAFTED PLANTS

\$ 25.00 per 100

200.00 per 1000 in quantities 100 to 3,750

190.00 per 1000 in quantities of 3,750 to 6,250

180.00 per 1000 in quantities of 6,250 and over

PRICES APPLYING TO BOTH PATENTED AND STANDARD VARIETIES

Less than 25 plants of a variety 50c each

Prices F. O. B. Richmond, Indiana

All grafted rose plants listed in this catalog are for greenhouse forcing purposes and are not suitable for garden culture.

BUDDED ROSE PLANTS

For those who wish to plant early we have the varieties listed below in started buds. These plants were budded on the West Coast last Spring on manetti and odorata. They are ready for shipment now.

BETTER TIMES (on manetti)

The Jos. H. Hill Co.
U. S. Plant Patent No. 23, Aug. 23, 1932

PRICES

\$30.00 per 100 \$300.00 per 1000
in all quantities

(These prices apply to those growers who are planting Better Times for the first time and to licensed growers who are increasing their planting.)

\$22.00 per 100 \$220.00 per 1000
in all quantities

(These prices apply to licensed growers who are destroying old plants of Better Times and replacing with young stock.)

LESTRA HIBBERD (on odorata)

The Jos. H. Hill Co.
U. S. Plant Patent No. 156, Dec. 3, 1935

PRICES

\$30.00 per 100 \$300.00 per 1000
in all quantities

JOANNA HILL (on manetti) TALISMAN (on manetti) BRIARCLIFF (on manetti)

PRICES

Up to 3,750 - - - 20c each
3,750 to 6,250 - - - 19c each
6,250 and over - - - 18c each

PRICES F. O. B. RICHMOND, INDIANA

TERMS OF SALE

All orders subject to 2% cash discount if money accompanies order or if paid within 10 days from date of invoice. Otherwise all bills are net and due in 30 days; overdue accounts are subject to 6% interest per annum.

Cash must accompany orders under \$5.00.

If C. O. D. shipment is requested, the order must be accompanied by at least one-third the amount to insure acceptance. No discount is allowed on C. O. D. shipments.

CHARGE ACCOUNTS. New customers who wish to open a charge account will please furnish us credit references and allow sufficient time for us to confirm same. If immediate shipment is desired, cash must accompany your order, and in the meantime we can look up your references for future shipments.

SPECIAL NOTICE. ALL SHIPMENTS TRAVEL AT THE RISK OF THE PURCHASER. SHOULD ANY DAMAGE OCCUR, NOTIFY YOUR EXPRESS AGENT AT ONCE SO YOU CAN ENTER CLAIM.



MRS. FRANKLIN D. ROOSEVELT

ORIGINATED BY TRAENDLY & SCHENCK

U. S. Plant Patent No. 80



©

New Rose, SIGNET

U. S. Plant Patent No. 199

ORIGINATED BY THE MONTGOMERY COMPANY, Inc.

Hadley, Massachusetts

IMPORTANT BETTER TIMES DATA

(1) Under your "License to grow Better Times," you are not permitted to "sell nor otherwise dispose of *any* plants of the Rose Better Times." This includes "*bench*" plants, and such plants *must be completely destroyed when discarded*.

(2) Under your "License to grow Better Times" you must pay royalty on "all plants of the Rose Better Times produced by the Licensee under this license."

BUT

(3) The Joseph H. Hill Company will cancel your royalty due on replacements, if you fulfill the terms stated in this booklet.

(4) To obtain this royalty cancellation you must fill in and sign the agreement forms furnished by The Joseph H. Hill Company for that purpose and send same to The Joseph H. Hill Company for its acknowledgement.

(5) Our distributors have no authority to cancel the royalty on any replacement.

(6) There is no "blanket" cancellation of royalty on replacements.

(7) The royalty cancellation agreement does not in any way cancel or amend the "License to Grow Better Times." Each customer must sign a "License to Grow Better Times" with each and every purchase.

(8) Royalty will be due on all new plantings and on all additional plantings of Better Times.

(9) We wish to impress on you the importance of filling in, signing and returning to the Joseph H. Hill Company your yearly Better Times report due June 30th.

(10) The most important figure to be filled in on your report is your actual inventory of Better Times.

(11)

PRICES IN ALL QUANTITIES

(a) If sold to a customer not already licensed to grow Better Times.

(b) If sold to a licensed customer for additional planting.

GRAFTED PLANTS

\$ 30.00 per 100
300.00 per 1,000

SCIONS

\$ 15.00 per 100
150.00 per 1,000

(12)

PRICES IN ALL QUANTITIES

(a) If sold to a licensed customer for replacement of discarded and destroyed Better Times bench plants and then only after the agreements mentioned in paragraph 4 have been filled in, signed and acknowledged.

GRAFTED PLANTS

\$ 22.00 per 100
220.00 per 1,000

SCIONS

\$ 7.00 per 100
70.00 per 1,000

SUMMARY

(13)

(a) Better Times bench plants must be destroyed when discarded.

(b) A cancellation of royalty on Better Times plants purchased or propagated to replace destroyed Better Times bench plants can be obtained *only* from The Joseph H. Hill Company.

POTTED PLANTS

In 1936 we built two houses 237 feet x 40 feet each and devoted this new space to the growing of potted plants. Last year we added one more house and now carry in season the following plants for the wholesale trade:

AZALEAS—

Indica
Kurume
Hexe

BEGONIAS—

Marjorie Gibbs
Chatelaine Supreme

TUBEROUS BEGONIAS

YELLOW CALLAS

EASTER LILIES

FOLIAGE PLANTS—

Dracaena
Croton
Pandana
Philodendren Silver Sheen
Sansevieria Laurenti
Fancy Leaf Caladium

FUCHSIAS

GENISTAS

HYDRANGEAS

Leading new German varieties

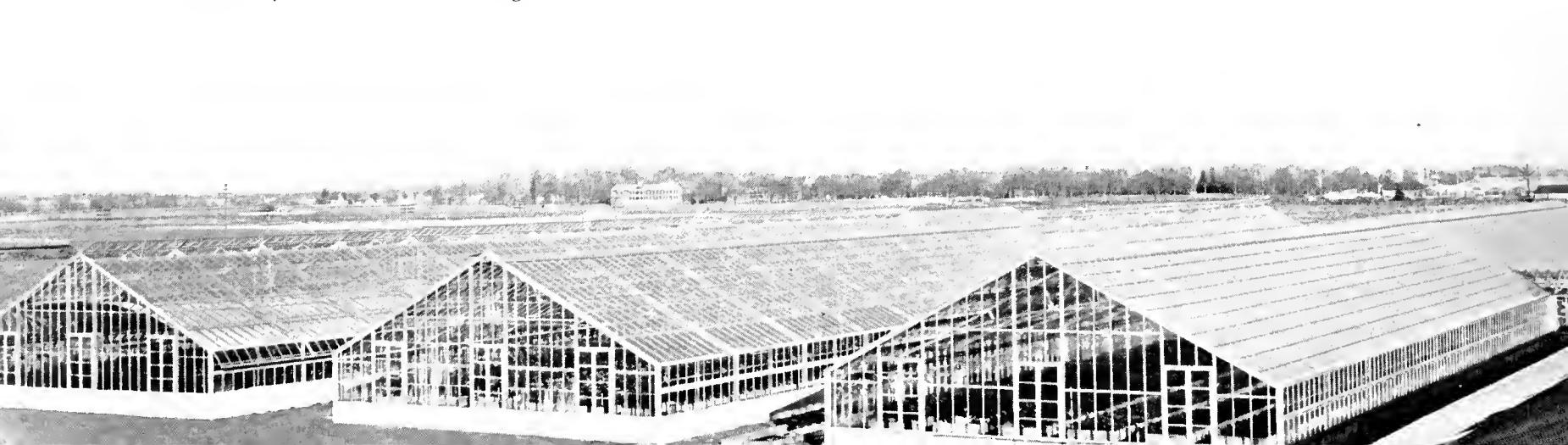
POINSETTIAS

POLYANTHA ROSES

HYBRID TEA ROSES

View of Pot Plant Range

PRINTED IN U. S. A.



IMPORTANT NOTICE!

Please **CORRECT PRICE** on **HAPPY DAYS ROSE** in our
catalog to read:

GRAFTED PLANTS:

\$ 25.00 per 100

250.00 per 1000 in all quantities.

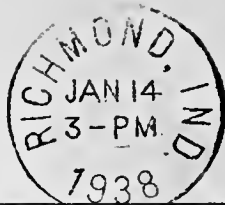
SCIONS:

\$ 10.00 per 100

100.00 per 1000 in all quantities.

Jan. 7, 1938

HILL FLORAL PRODUCTS CO.
Richmond, Indiana



THIS SIDE OF CARD IS FOR ADDRESS

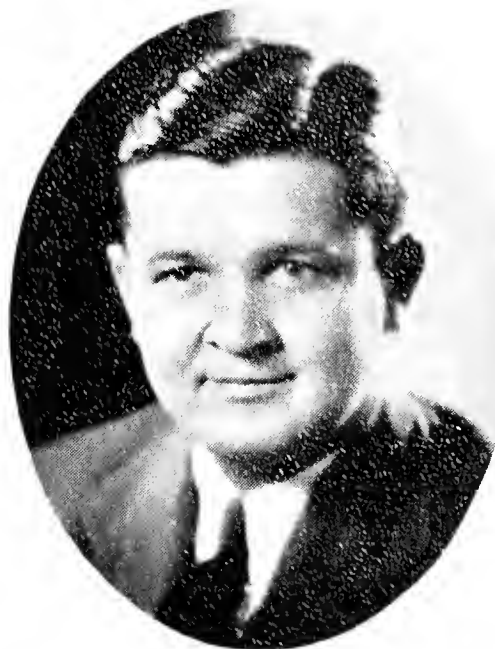
Horticultural Crops and Diseases
Bureau of Plant Industry
U. S. Dept. of Agriculture
Washington, D. C.



GURNEY MANN
E. G. Hill Co.



ROBERT L. CATRON
Jos. H. Hill Co.



STUART MANN
E. G. Hill Co.



JOHN F. LEMON
Fred H. Lemon Co.



GEORGE CANAN
*Hill Floral Products Co.
Cut-flower Dept.*



JOHN E. PARKER, Jr.
*Hill Floral Products Co.
Plant Dept.*

REPRESENTING THE

HILL FLORAL PRODUCTS CO.

Distributors for

THE E. G. HILL CO. •

THE JOS. H. HILL CO. •

FRED H. LEMON CO.

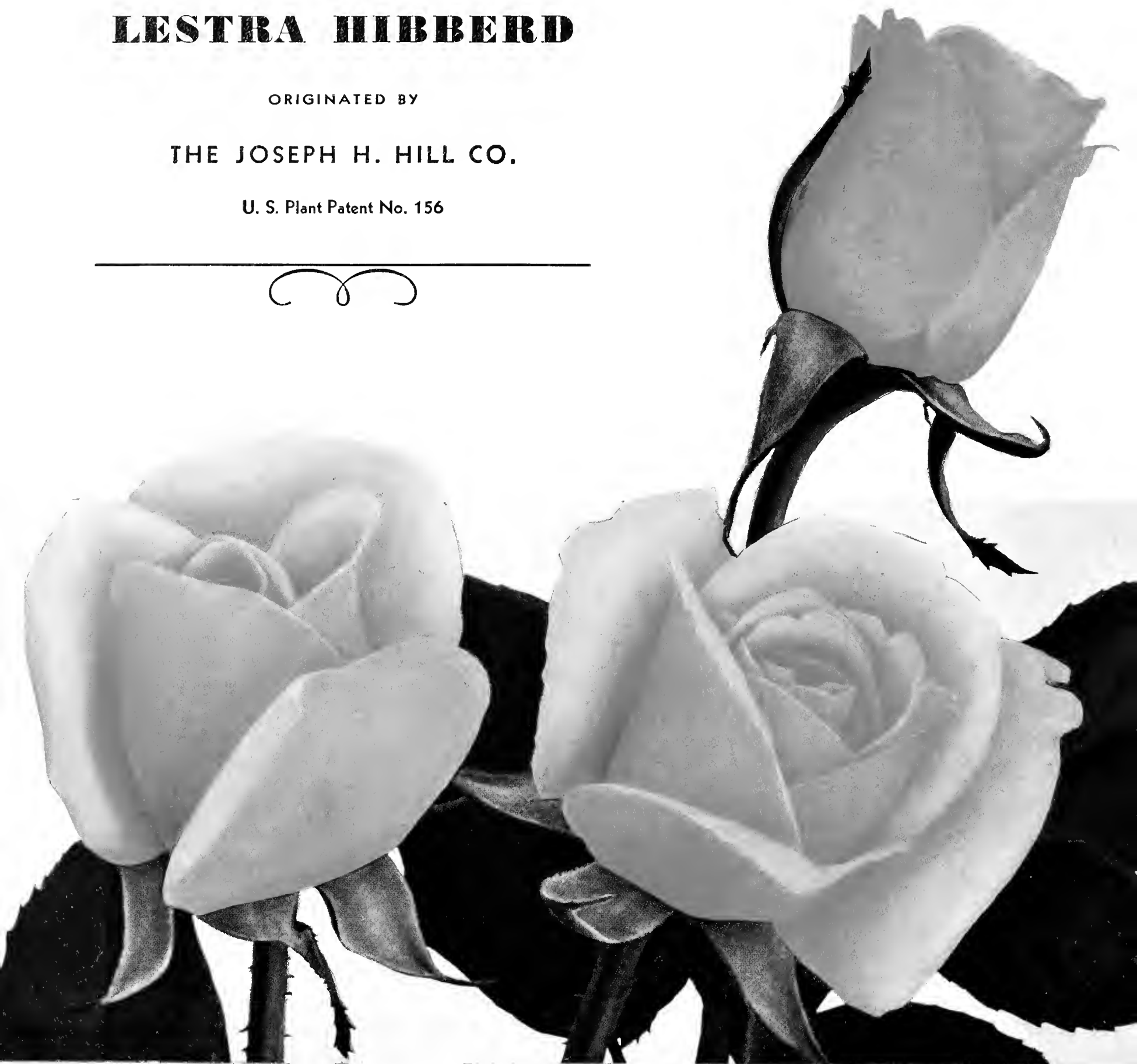
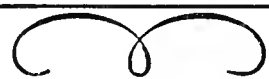


LESTRA HIBBERD

ORIGINATED BY

THE JOSEPH H. HILL CO.

U. S. Plant Patent No. 156



HILL FLORAL PRODUCTS CO., Richmond, Indiana
Distributors for THE E. G. HILL CO. THE JOSEPH H. HILL CO. FRED H. LEMON CO.